

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA. 90028
MINUTES
October 12, 2010, 4 p.m. - 6 p.m.
Board of Directors Meeting
AMPAS – 1313 Vine St., Los Angeles, CA. 90028

Officers and Directors Present

Ryan Harter, President, CIM Group
Lillian Kuo, Vice President, Broadreach Capital
Carol Massie, Secretary, McDonald's Restaurants
Duke Gallagher, Treasurer, The Production Group
Fabio Conti, The Fabiolus Café
Charles Eberly, The Eberly Company
Kitty Gordillo, Hollywood Wilshire YMCA
Father Michael Mandala, Blessed Sacrament Church
Patrick Olmstead, Los Angeles Film School
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron
Patrick Russell, The Robert Green Company
Roxanna Sassanian, Sunset Gower/Sunset Bronson Studios

Absent

Craig Donahue, The Donahue Group
Richard Falzone, Off Vine Restaurant
Brian Folb, Paramount Contractors
Dirk Degraeve, President Emeritus, Paramount Contractors

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Devin Strecker, Hollywood Property Owners Alliance

Guests

Harry Saboujian, UWS

1. Call to Order

The meeting was called to order by Board President Ryan Harter at 4:10 p.m.

2. Public Comment

Harry Saboujian, Universal Waste Services, introduced himself to the board and said he would be available to talk after the meeting with anyone interested in using their company for waste removal.

3. Approval of Board Minutes

It was moved by Kitty Gordillo, seconded by Carol Massie and CARRIED to approve the minutes from the Board's September 14, 2010 meeting. Unanimously approved.

4. Treasurer's Report

A. Review/Approve Treasurer's Report: Duke Gallagher reported that delinquencies for the current year are down to .55%. Additionally, he had received payment from the City for missing assessments from last year, thereby reconciling 2008's assessments. All other operations are moving along as budgeted.

It was moved by Michael Pogorzelski, seconded by Fred Rosenthal and CARRIED to approve the Treasurer's Report from September 30, 2010. Unanimously approved.

5. Committee and Program Reports

A. Streetscape Committee

1. Chase Plaza Update: Sarah MacPherson, Kerry Morrison, and Fabio Conti met with, Rick Garcia, the manager of Chase bank last week to discuss the board's idea of activating the plaza in front of the bank with moveable tables and chairs provided and maintained by the BID. After some discussion, Garcia seemed open to the idea but would still have to run it by his superiors. At Garcia's request the staff will recreate the rendering of the plaza, with tables and chairs in Chase's trademark blue color, to share with his executives.

2. Walk of Fame Repair and Tree Replacement: MacPherson reported that the repair project is moving along. The B-permit has been submitted to the city and the Walk of Fame committee is expecting to receive funding for the project in February 2011. MacPherson again mentioned that the board may want to consider using some of their beautification funds to contribute to the tree planting portion of the project. MacPherson hopes to have an estimate of the approximate costs for the board by their next meeting.

3. Hollywood Side and Back Street Project: As part of the HPOA's side and backstreet tree planting project, the six dead magnolia trees on Selma Avenue, next to the Sunset and Vine apartments, have been removed. The apartments will be reimbursing the HPOA for the costs of planting the new trees (approximately \$4,500).

B. Security Committee

1. Metro Vine Plaza Update: On October 11, Morrison, Joe Mariani, Steve Seyler and Mike Harkins, toured the METRO headquarters for both the bus and rail systems. Morrison said the meeting was productive as the group was able to spend time with the new Sheriff who will be overseeing the security on the various rail lines.

2. Homeless Outreach Update: Morrison shared with the board a success story about a recent homeless individual who had been repeatedly arrested by our BID security officers in the past. Through our officers putting this gentleman in touch with DMH, he has been able to get the proper medications he needed, and is now working full time and living in his own

apartment. Through the Registry (conducted in April) and the staff's meetings with the VA and other service providers, Morrison hopes this is just one of many stories to come.

C. Marketing Committee

1. Report from Demographic Research Committee: Devin Strecker informed the board that he has posted the executive summary of the research report on the Sunset and Vine BID website. The committee is also looking to revive the Council office's parking committee, to discuss the possibilities of adding way-finding signage and a central valet system to the BID areas. Morrison has also invited Kip Rudd to attend the meetings to discuss the CRA's mobility study.

2. Sunset Branded Visitor's Map: Strecker reported that in previous years CBS/Decaux had donated the large maps that were placed inside the kiosks in the Hollywood area. However, this year if the BID would like these maps to feature the Sunset and Vine logo on them they would need to pay for the production. The costs for six large posters would be approximately \$650.

It was moved by Lillian Kuo, seconded by Roxanna Sassanian and CARRIED to approve the purchase of six large visitor guide posters to be placed in available kiosks within the Sunset and Vine BID for an amount not to exceed \$700. Unanimously approved.

D. Progress Report from BID Renewal Steering Committee

1. Report from BID Renewal Steering Committee: The committee will have it's next meeting on Wednesday, 10/20. The committee is waiting to receive the first assessment run from the consultant and will be reviewing it at the meeting.

E. Nominating Committee

1. Report from Nominating Committee: Morrison informed the board that the following board member's terms will be expiring in February 2011: Carol Massie, Richard Falzone, Father Mandala, Brian Folb, Craig Donahue, Patrick Russell, and Roxanna Sassanian. Applications to apply for the board were mailed out to all stakeholders last week and are due back no later than October 29, 2010.

7. New Business

A. Guest Presentation: Allen Reese from Social Services at Blessed Sacrament briefed the board on the various services that are continuing to be provided at their facility to Hollywood's homeless population. Additionally, Allen added that the operation's current facility will be undergoing a remodel in the near future and that some services will continue to be provided in the Blessed Sacrament Church parking lot. As supplies are still needed for continued service, Reese asked the board if they would consider making a donation to help partner with Social Services to continue to provide help those in need in Hollywood.

It was moved by Duke Gallagher, seconded by Carol Massie and CARRIED to approve that the CHC board would donate \$10,000 to Social Services at Blessed Sacrament out of the board's Social Service budget, to continue to help the agency provide services to Hollywood's homeless population. Abstention: Father Michael Mandala

B. United Way Homewalk: Morrison invited the board to participate in this year's United Way Homewalk. The event will take place on Saturday, November 13, 2010. All are welcome to sign up on Hollywood's team and join in the fun.

C. 2011 Budget Preparation: Morrison informed the board that the BID's 2011 budget is due to the city by December 1, 2010. That said, Gallagher and Morrison will be meeting to come up with the new budget prior to the board's November meeting, where it will be up for approval.

D. Zip Car: Sarah MacPherson said the council office in collaboration with Zip Car, is looking for locations where Zip Cars can be parked in Hollywood. The program, which allows for individuals in the area to rent cars located conveniently near their properties and has chosen Hollywood as one of their first LA locations. Zip Car will begin their program with eight cars.

E. Community Events: The board was invited to attend some upcoming community events including Blessed Sacrament's Church Carnival this weekend and the YMCA's Comedy Night (10/18/2010).

F. HBT Fundraiser: HBT will be hosting a fundraiser to honor LAPD Captain Girmala. Morrison said she had been approached by HBT to purchase a full page ad on behalf of the Sunset and Vine BID to thank Captain Girmala for all of her help. Gallagher said the ad could be purchased from the marketing budget.

8. Old Business

None

9. Report from Kerry Morrison

None

10. Next Meeting

The next meeting was scheduled for Tuesday, November 9, 2010 at 4 p.m. at AMPAS (1313 Vine St., Los Angeles, CA. 90028).

11. Adjournment

There being no further business the meeting was adjourned by Board President Ryan Harter at 5:30 p.m.